

### Amendments to the Claims

This listing of claims set forth below replaces all prior versions and listings of claims in the application.

#### Listing of Claims

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1. (currently amended) A method for managing asset tracking information related to an asset within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

- (a) recording information pertaining to the asset in an independent datastore, the information being provided by an upstream supplier entity;
- (b) identifying the asset with a unique ~~identification code~~ Universal Resource Locator (URL);
- (c) associating the recorded information from the upstream supplier entity with the unique ~~identification code~~ Universal Resource Locator (URL);
- (d) recording information pertaining to the asset in the independent datastore, the information being provided by a downstream supplier entity; and
- (e) associating the recorded information from the downstream supplier entity with the unique ~~identification code~~ Universal Resource Locator (URL).

2. (original) The method of claim 1, wherein act (a) comprises:  
creating a record within a database; and  
entering information provided by the upstream supplier entity into the record.

(3. (canceled))

4. (currently amended) The method of claim 3 2, wherein:  
the resource comprises a webpage; and  
act (c) comprises constructing a definition for the webpage, such that the webpage is populated with at least a subset of the information in the record.

5. (original) The method of claim 4, wherein act (d) comprises:  
opening the record within the database; and  
entering information provided by the downstream supplier entity into the record.

6. (original) The method of claim 5 wherein act (e) comprises:  
constructing a definition for the webpage, such that the webpage is populated with at  
least a subset of the information provided by the downstream supplier.

7. (currently amended) A method for managing asset tracking information related to  
an asset within a supply chain, the supply chain comprising a plurality of supplier entities  
capable of accessing a centralized asset tracking datastore, the method comprising:

(a) recording information pertaining to a first asset, the information being provided  
by an upstream supplier entity;

(b) identifying the first asset with a first unique ~~identification code~~ Universal  
Resource Locator (URL);

(c) associating the recorded information from the upstream supplier entity with the  
first unique ~~identification code~~ Universal Resource Locator (URL);

(d) recording information pertaining to a second asset, the information being  
provided by a downstream supplier entity, the second asset possessing the first asset as a  
constituent;

(e) identifying the second asset with a second unique ~~identification code~~ Universal  
Resource Locator (URL);

(f) associating the recorded information from the downstream supplier entity with the  
second unique ~~identification code~~ Universal Resource Locator (URL); and

(g) associating the first unique ~~identification code~~ Universal Resource Locator (URL)  
with the second unique ~~identification code~~ Universal Resource Locator (URL).

8. (canceled)

{ 9. (canceled) }

10. (currently amended) The method of claim 9 7, wherein:  
the first resource comprises a first webpage;  
the second resource comprises a second webpage; and  
act (g) comprises associating the first unique URL and the second unique URL with a  
hyperlink on the first webpage, the hyperlink pointing to the second webpage.

11. (currently amended) The method of claim 9 7, wherein:  
the first resource comprises a first webpage;  
the second resource comprises a second webpage; and  
act (g) comprises associating the first unique URL and the second unique URL with a  
hyperlink on the second webpage, the hyperlink pointing to the first webpage.

12. (currently amended) A method for providing asset tracking information related to  
an asset within a supply chain, the supply chain comprising a plurality of supplier entities  
capable of accessing a centralized asset tracking datastore, the method comprising:

- (a) receiving an asset from an upstream supplier;
- (b) deriving from the asset a unique ~~identification code~~ Universal Resource Locator (URL);
- (c) gathering information pertaining to the asset;
- (d) associating the information with the unique ~~identification code~~ Universal Resource Locator (URL); and
- (e) transmitting the information, associated with the unique ~~identification code~~ Universal Resource Locator (URL), to the centralized asset tracking datastore.

13. (currently amended) The method of claim 12, wherein act (b) comprises:  
reading a the Universal Resource Locator printed upon the asset.

14. (currently amended) The method of claim 12, wherein act (b) comprises:

reading a the Universal Resource Locator printed upon a tag attached to the asset.

15. (currently amended) The method of claim 12, wherein act (b) comprises:  
reading a the Universal Resource Locator printed upon packaging associated with the  
asset.

16. (currently amended) The method of claim 12, wherein act (b) comprises:  
Optically scanning a the Universal Resource Locator encoded in an optically scanable  
format, printed on a medium associated with the asset.

17. (currently amended) The method of claim 12, wherein act (b) comprises:  
optically scanning a the Universal Resource Locator encoded in an optically scannable  
format, printed upon the asset.

18. (currently amended) The method of claim 12, wherein act (b) comprises:  
magnetically scanning a the Universal Resource Locator encoded in a magnetically  
scanable format, disposed on a medium associated with the asset.

19. (currently amended) The method of claim 12, wherein act (b) comprises:  
magnetically scanning a the Universal Resource Locator encoded in a magnetically  
scanable format, disposed upon the asset.

20. (original) The method of claim 12, wherein acts (d) and (e) comprise:  
entering the information into a webpage, the webpage being uniquely associated with the  
asset.

21. (currently amended) A method for accessing asset tracking information related to  
an asset within a supply chain, the supply chain comprising a plurality of supplier entities  
capable of entering information into a centralized asset tracking datastore, the method  
comprising:

- (a) receiving an asset from an upstream supplier;
- (b) deriving from the asset a unique ~~identification code~~ Universal Resource Locator (URL); and
- (c) retrieving information related to the asset from a centralized asset tracking datastore based upon the unique ~~identification code~~ Universal Resource Locator (URL), the information having been gathered by an independent upstream supplier entity.

22. (currently amended) The method of claim 21, wherein act (b) comprises: reading a the Universal Resource Locator affixed upon the asset.

23. (currently amended) The method of claim 21, wherein act (b) comprises: reading a the Universal Resource Locator printed affixed to a tag attached to the asset.

24. (currently amended) The method of claim 21, wherein act (b) comprises: reading a the Universal Resource Locator printed upon packaging associated with the asset.

25. (currently amended) The method of claim 21, wherein act (b) comprises: optically scanning a the Universal Resource Locator encoded in an optically scannable format, printed on a medium associated with the asset.

26. (currently amended) The method of claim 21, wherein act (b) comprises: optically scanning a the Universal Resource Locator encoded in an optically scannable format, printed upon the asset.

27. (currently amended) The method of claim 21, wherein act (b) comprises: magnetically scanning a the Universal Resource Locator encoded in a magnetically scannable format, disposed on a medium associated with the asset.

28. (currently amended) The method of claim 21, wherein act (b) comprises:

magnetically scanning a the Universal Resource Locator encoded in a magnetically scanable format, disposed upon the asset.

29. (original) The method of claim 21, wherein acts (b) and (c) comprise:  
deriving from the asset a unique Universal Resource Locator (URL); and  
using the URL to access a webpage uniquely associated with the asset, the webpage containing information related to the asset.

30. (currently amended) A method for managing asset tracking information related to an asset within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

- (a) gathering information pertaining to an asset;
- (b) transmitting the information to the centralized asset tracking datastore, the information being associated with the asset, independent of any particular transaction;
- (c) sending the asset from an upstream entity to a downstream entity;
- (d) deriving from the asset a unique ~~identification code~~ Universal Resource Locator (URL), in response to having received the asset;
- (e) gathering downstream information pertaining to the asset;
- (f) associating the downstream information with the unique ~~identification code~~ Universal Resource Locator (URL), independent of any particular transaction;
- (g) transmitting the downstream information, associated with the unique ~~identification code~~ Universal Resource Locator (URL), to the centralized asset tracking datastore; and
- (h) recording the downstream information from the downstream provider in association with information from the upstream entity.

31. (original) The method of claim 30, wherein act (b) comprises:  
entering the information into a webpage, the webpage being uniquely associated with the asset.

32. (original) The method of claim 31, wherein acts (f) and (g) comprise:  
entering the downstream information into the webpage.

33. (canceled)

34. (currently amended) A product that has been handled in an asset-based  
information tracking supply chain, the product comprising:

an asset; and

a unique ~~identification code~~ Universal Resource Locator (URL) encoded upon a medium  
attached to the asset, the unique ~~identification code~~ Universal Resource Locator (URL)  
corresponding to a web page for presenting information related to the asset.

35. (currently amended) The product of claim 34, wherein the unique ~~identification-  
code~~ Universal Resource Locator (URL) encoded upon a medium comprises a magnetic strip  
attached to the asset and encoding a Universal Resource Locator.

36. (currently amended) The product of claim 34, wherein the unique ~~identification-  
code~~ Universal Resource Locator (URL) encoded upon a medium comprises a tag attached to the  
asset, the tag having the unique identification code printed thereupon.

37. (currently amended) The product of claim 34, wherein the unique ~~identification-  
code~~ Universal Resource Locator (URL) encoded upon a medium comprises an optical strip  
attached to the asset and encoding a Universal Resource Locator.

38. (currently amended) The product of claim 34, wherein the unique ~~identification-  
code~~ Universal Resource Locator (URL) encoded upon a medium comprises a barcode attached  
to the asset and encoding a Universal Resource Locator.

39. (original) A system for storing and making available asset-related information regarding an asset within a supply chain, the supply chain comprising a plurality of entities capable of accessing a centralized datastore, the system comprising:

the datastore, configured and arranged to store information related to an asset as an information set;

AD a server, in communication with the datastore, the server being configured and arranged to implement a definition of a webpage, the webpage being defined so as to require webpage population with at least a subset of the information set stored in the datastore, and the webpage being uniquely associated with the asset; and

a network configured and arranged to provide information connectivity between the server and business systems possessed by the entities comprising the supply chain.

40. (original) The system of claim 39, wherein the server is further configured and arranged to implement a definition of a webpage, the webpage being configured and arranged to contain a hyperlink pointing to a webpage uniquely associated with a second asset, the second asset being associated with the first asset.

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